

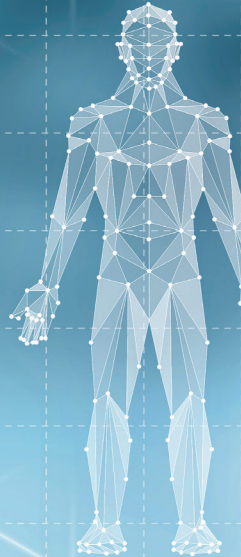


INTERNATIONAL
TRADE
ADMINISTRATION



**U.S.
COMMERCIAL
SERVICE**
United States of America
Department of Commerce

USA CEO CENTER MEDICA





Welcome

November 11, 2024



Dear Industry Professionals and U.S. Exhibitors:

We are so proud to welcome you to MEDICA, the world's premiere medical devices show! The pioneering drive of this industry is unparalleled, and we're excited to see the latest products and innovations.

The U.S. is a leader in medical device technology, healthcare services, and digital solutions. At MEDICA, you can learn more about these technologies directly from over 450 individual U.S. exhibitors at the show. In addition, please come and meet the companies in the USA CEO Center in Hall 15, J43, including our premier partner this year, UPS Healthcare. Each of our CEO Center companies are ready to provide you with the most advanced technological solutions and innovative services and will clearly showcase the United States as the best market to invest, grow and thrive in.

My colleagues and I at the U.S. Commercial Service are here to help you connect. Here's my pitch:

To International Market Buyers and Distributors: Please visit the large U.S. contingent of exhibitors and source your product needs from the United States.

To U.S. exporters: Please speak to our U.S. Commercial Service team, who are here to assist you in our USA CEO Center. Our Commercial Service team and global network in over 75 international markets can help you increase your exports globally.

To German and International Manufacturers: Please consider the United States as a place to do business, as a market of great opportunity, and as an investment that pays off.

Again, welcome to MEDICA 2024. The show is always a great opportunity to explore new and exciting prospects. We look forward to seeing you, and hope you enjoy your time at the show.

With best regards,





THE U.S. COMMERCIAL SERVICE - YOUR GLOBAL BUSINESS PARTNER

The U.S. Commercial Service assists and advocates for U.S. businesses in international markets to advance U.S. economic prosperity.

Utilizing our network of trade promotion and policy professionals located in over 75 international markets (representing over 92% of global GDP) and 100 U.S. locations, the Commercial Service promotes U.S. exports, especially among small and medium-sized enterprises, advances and protects U.S. commercial interests abroad, and attracts inward investment into the United States.

PERSONALIZED BUSINESS MATCHMAKING

- Meet one-on-one with prescreened buyers, sales representatives, and business partners through our Gold Key Service.
- Leverage customized market briefings, research, and advice.
- Identify potential partners and get detailed company reports to help with your due diligence requirements.
- Determine the marketability of your product or service.

TRADE ADVOCACY SERVICES

- Receive government-to-government support in promotion of U.S. products and services.
- Counter foreign government advocacy and political pressure.
- Benefit from transparency and fairness in the tendering process.

ONE-STOP-SHOP FOR THE WORLD'S MEDICAL MARKETPLACE

<https://www.trade.gov/healthcare-technologies-industry>

For more information on these and other services, come and visit us in the USA CEO Center in Hall 15, J43.

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Select USA

Select USA helps companies of all sizes find the information they need to make sound investment decisions. We connect foreign investors to the right people at the local level and help them navigate the complex rules that govern foreign direct investment in the U.S.

Select USA also assists U.S. economic development organizations to compete globally for investment by providing timely information and a platform for international marketing, as well as high-level advocacy. Visit www.selectusa.gov and www.selectusasummit.us.

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ups UPS Healthcare

UPS Healthcare delivers unparalleled healthcare logistics expertise to its customers around the world. UPS Healthcare has 1,97M m² of cGMP and GDP-compliant healthcare distribution space globally. Services include inventory management, cold chain packaging and shipping, storage and fulfillment of medical devices and lab and clinical trial logistics. UPS Healthcare's global infrastructure, UPS® Premier visibility service, track and trace technology and global quality system are well-suited to meet today's complex logistics demands for the pharmaceutical, medical device and laboratory diagnostic industries.



Lab & Medical
Device
Logistics



Priority
Handling &
Advanced
Recovery



Cold Chain
Transportation



Cold Chain
Packaging

Join our Master Class
12 Nov, 14:30 & 13 Nov, 11:30

Smarter Logistics, Healthier Outcomes:
Logistics as a Strategic Advantage in Medical Supply Chain

Visit us at **Hall 15, booth J43** to discover the latest service enhancements for return labs logistics and priority shipments.

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Healthcare.ups.com

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AMTAI

MEDICAL EQUIPMENT, INC.

Flavio Silva

International Sales Manager

Who We Are

AMTAI Medical Equipment, Inc. was founded in 2008 in Raleigh, a city in North Carolina, USA. We are located in the “Research Triangle”, a world-famous hub for healthcare innovations and technology. In 2009 we began sales of our T1000 and T800 series surgical tables. To date, our products have been installed in over 40 countries around the world.



Our Innovations

In addition to our surgical tables, we have a full range of accessories including innovative products such as our one-abductor-bar orthopedic extension. We have recently released a new, cutting edge LED surgical light. Surgical procedures have evolved, so have we.

Our surgical T1000 & T800 tables set a new precedent in achieving an innovative, compact design while maintaining clinical versatility to accommodate almost all surgical procedures, including UROLOGY, NEUROLOGY, ORTHOPEDICS, and CARDIOLOGY.



Focusing on what's important.

Our L Series surgical light provides EFFORTLESS operation and OPTIMUM lighting, therefore allowing surgeons to comfortably focus on delivering the best outcome for the patient without needing to make tedious adjustments.



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Mark Segal

Technical Business Development Manager

Who We Are

For over 50 years BFW has been a technological leader in surgical headlights, headlight/video camera systems and light sources. Our focus on intensity, clarity, and comfort as well as the economic and ecological benefit of our LED technology has become the standard for physicians and surgeons world-wide.

Our Products

BFW's expansive range of portable LED powered headlights provides something for everyone. Our portable systems range from hip-mounted and headlight-mounted battery designs to our high intensity Hatteras LED light source with AtoN fiberoptic headlight as well as our Pharos Headlight/Video Camera System. This wide assortment of products serves most medical disciplines.

Our unique coaxial Pharos HD Headlight/Camera System places the camera lens in the center of the headlight optic providing spectacular images of the surgical procedure from the surgeon's point of view. Live images in the OR facilitate effective assistance during a procedure, use for consulting and proctoring, record and edit for teaching and presentation.

Our Market

BFW sells to most surgical and examination disciplines. We are seeking distributors in certain countries. Please contact Mark Segal for further information.

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Maui Bristol



Pharos



Daymark



GLOBAL SALES MENTOR

Zach Selch

CEO, Director of International Sales

If you end the week of Medica without achieving your business goals, talk to us. GLOBAL SALES MENTOR is the premier boutique consultancy that helps medtech companies expand their global sales footprint through coaching, training and fractional sales management services. You can have channel partners anywhere you need them in 60 days; you can increase your distributor mindshare; you can put in place systems that will help you forecast sales and manage your global sales organization and drive explosive growth.

Our clients include startups and companies that have been selling internationally for decades. Our clients have received the Presidential E-Award for export excellence and been chosen as exporter of the year. More importantly our clients typically see 3 digit growth, often in markets that they have struggled with for years.

Zach Selch, our principal, has sold close to US \$1 billion, to more than 135 countries around the world, over 35 years. He has received the US Presidential Export Award, been Exporter of the Year and has written the definitive book on Global Sales as well as lecturing on the subject at MIT and London Business School. His data base includes over 10,000 distributors and over 3,000 regional sales managers.

Make this the most successful Medica ever for your company.

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Miyuki Nagao

Global Manager

Globizz is a US FDA consulting firm headquartered in Los Angeles, with a branch office in Japan and Korea. Globizz has nearly 20 years of FDA consulting experience and has supported over 700 companies to enter the US market.

Globizz' main service area specializes in the field of medical devices. Not only does Globizz offer FDA compliance support through application strategy planning, 510(k) application, pre-submission, FDA registration, and QSR establishment, but also offers business consulting and local sales support. Globizz can help you succeed in the U.S. medical device market with this one-stop support system.

Globizz can also support you in expanding your business into international markets, including Japan, Korea, Europe, and India with our global partners



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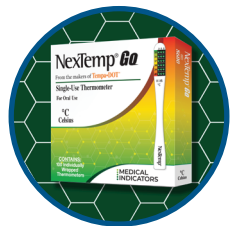
MEDICAL INDICATORS

Steven Hirst

Director of European Operations

Medical Indicators, Inc. ("MI") is an industry-leading manufacturer of clinically accurate, disposable thermometers. Our portfolio includes the Tempa•DOT®, NexTemp®, and TraxIt® family of brands, which are proudly made in America. MI's thermometers provide the most accurate temperature reading available on the market today (accurate to ± 0.1 °C), and disposing of the thermometer after use virtually eliminates the risk of transferring germs and infections!

In addition to their accuracy and infection control benefits, our thermometers are both eco-friendly and affordable! They produce 70% less waste and save customers more than 60% annually when compared to reusables that require the purchase, use, and disposal of batteries, probe covers, cords, replacement parts, and cleaning supplies. Our thermometers are FDA-registered, CE and UKCA-certified, and meet all ASTM standards for accuracy. They're trusted by top physicians, health systems, government entities, and teaching institutions in more than 25 countries around the world. MI's thermometers come individually-wrapped, are tested to ensure their safety and reliability, and don't require the use of any additional accessories - making them the accurate, affordable, and eco-friendly solution for any setting!



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MEDICAL INDICATORS

Introducing The Newest Thermometer In The Family

NexTemp® Go

From the makers of Tempa•DOT®

Disposable Thermometer
Anywhere, Anytime ● Results in Seconds

- Always ready, results in seconds
- Unbreakable and waterproof
- Do not require batteries, sanitizing wipes, or other cleaning supplies
- Lightweight, compact & easily portable
- Deliver maximum infection control



MEDICAL INDICATORS

The Leader in Disposable Thermometers

www.medicalindicators.com

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Florence Joffroy-Black
Co-Founder, CEO



Dave Sheppard
Co-Founder,
Managing Director

We are a boutique mergers and acquisitions firm that specializes in helping small to medium size Medical Device, MedTech, BioTech, BioMed, Dental, Life Sciences, Digital Health and anything HealthCare companies need to reach their in goals.

Our M&A consulting experts create stakeholder value for our Mid Market customers and help them take their businesses through a successful exit. With over 50 years of relationships in these markets and a true global footprint as a healthcare mergers and acquisitions firm, we can help you be successful in making your goals happen.

Ask us about how our Proprietary Processes increase owner / shareholder value!

Some recent examples:

- Project G - **65% increase** in transaction value
- Project Malbec - **improved cash** at close **by 40%**
- Project Macallan - **increased** transaction value **by 56%**
- Project Medoc - closed at **57% over seller's objectives**
- Project Sauternes - **52% increase** in transaction value
- Project Piedmont - **50% increase** in transaction value

**We deliver results! Let us help you discover how much
your company is worth.**



Mergers and Acquisitions - Advisory Sell Side

At MedWorld, it is our honor to assist founders/owners of successful business to execute their exit strategy. If you are a Middle Market/SME company in the Healthcare industry, it is likely you have been contacted many times by Private Equity and/or investment bankers to sell your company. You have worked hard to build your business to where it is today and trusting someone to help you sell is not an easy task. Finding the right buyer that will appreciate your company properly and share your vision for value requires an advisor, like MedWorld, that will take the time to align with you to understand your company as well as your stakeholder objectives. At MedWorld Advisors our dealmaking experience in the industry helps to ensure that your needs are met while also resulting in a win-win transaction.

Mergers and Acquisitions - Advisory Buy Side

Finding your right seller requires inside knowledge of the industry, deal experience and established relationships within your key market segments. With dealmaking experience from both sides of the table in the Healthcare industry, the MedWorld Advisors team is the right partner for success and helping you to create the maximum value possible.

Some of The Healthcare Strategies The MedWorld Team Has Completed Deals With



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Mercury Medical[®]

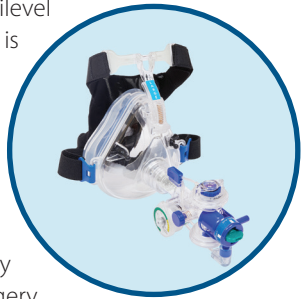
Superior Solutions

Ilario Martella

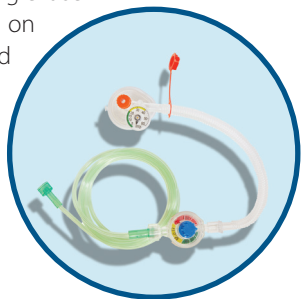
Director of International Sales

Established in 1963, Mercury Medical[®] has a rich experience in introducing cutting edge technology in acute care and emergency markets which add safety and efficiency to clinical practice while providing a full menu of acute care solutions in over 60 countries. Focused on the critical care areas of anesthesia, respiratory, neonatal and emergency markets, Mercury Medical is dedicated to delivering clinically differentiated critical care technology that saves lives throughout the world.

Flow-Safe II[®]+ is the first Disposable Bilevel & CPAP System in ONE! Now there is no need for expensive Bilevel capital equipment. This includes an adjustable deluxe full-face mask, manometer for verifying CPAP and Bilevel iPAP and ePAP pressures. The Flow-Safe II+ Disposable CPAP device provides CPAP & BiLevel CPAP pressures to spontaneously breathing patients in the hospital, surgery center and pre-hospital environment.



Another industry first, Neo-Tee[®] Single-Use Disposable Infant T-Piece Resuscitator on the market offers a built-in easy to read manometer "on the Tee" with optional pressure relief "override button". Allowing the clinician to override pressure to ranges between 40 – 60 cm H₂O providing convenient, in-line viewing of delivered airway pressure.



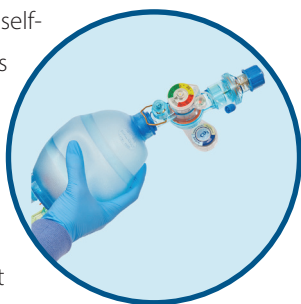


Mercury Medical[®] Superior Solutions

Mercury Medical's Small Adult CPR2+[®] Bag with tidal volume markings adds value, offering Better Patient Outcomes.

When it comes to tidal volumes, less is better when comparing an adult sized (1600 mL) self-inflating bag/BVM to a smaller volume, modern adult (1,000mL) bag like Mercury's new, CPR-2+[®].

It has become more evident that smaller self-inflating bags and smaller tidal volumes are becoming safer and more acceptable in reducing over inflation, gastric distention, and regurgitation. When adding the LiteSaver[®] Manometer with integrated timing light to the equation, it offers one more measure of safety. LiteSaver



Manometer assists in reduced stacking of breaths, helping to maintain correct respiratory rate. All in all, a winning combination.

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RQMIS INC.

Barry E. Sands

President and Founder

Regulatory/Quality Management Information Source, Inc. is an industry-leading consulting firm specializing in providing comprehensive regulatory, clinical, quality, and cybersecurity solutions for the global medical device, pharmaceutical, nutraceutical, and cosmetic industries. With a deep understanding of the complex and ever-evolving regulatory landscape, RQMIS partners with clients to navigate challenges, ensure compliance, and bring innovative products to market efficiently and effectively. Our expertise and personalized approach make us a trusted partner in the development and commercialization of safe and effective medical products worldwide.

RQMIS is composed of three companies, RQMIS (Boston), RQMIS AR (London), and RQMIS EU (Barcelona). These locations have been strategically chosen to support clients with employees that have “in country” experience designing and managing regulatory strategies/submissions, cybersecurity strategies/testing, quality systems and clinical studies and insurance strategies in the US, EU, UK, and emerging countries. This support includes compliance with the EU MDR 2017.745, EU IVDR 2017/746, and EU Authorized Representative/UK Responsible Person/US Agent Services.

RQMIS is proud to partner with Twin Tech Labs to enhance our cybersecurity services for medical devices. This collaboration combines RQMIS’s deep regulatory and quality expertise with Twin Tech Labs’ cutting-edge cybersecurity experience and technology, ensuring that our clients’ medical devices not only meet stringent regulatory requirements but are also protected against emerging cyber threats. We offer a comprehensive solution that safeguards patient data, maintains device integrity, and supports the secure development and deployment of medical technologies.

At RQMIS our vision is simple: To be the foremost global leader in regulatory, clinical, quality, and cybersecurity consulting for the medical device, pharmaceutical, nutraceutical, and cosmetic industries. We are committed to guiding our clients through the complexities of product development and commercialization, ensuring that innovative medical products reach the market safely and efficiently. Our goal is to empower companies to navigate regulatory challenges with confidence, safeguard patient safety, and ultimately improve healthcare outcomes worldwide.

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